

## Digital Marketing Rate Card - 2025

### 1. Social Media Marketing

Service	Details	Price (KES)
Social Media Management	3 Posts/Week (Design + Caption + Hashtags)	KES 6,000
Advanced Social Media Management	5 Posts/Week + Stories + Monthly Report	KES 10,000
Reputation Management	<b>Responding to Complaints, DMs, comments &amp; engagement</b>	KES 8,000
Content Creation (Graphics)	Custom static & motion graphics	From KES 500/design
Motion Posters	Animated posts for engagement	KES 500 each
Motion Adverts	Brand or product promotion videos	KES 5,000–15,000+

### 2. Paid Advertising (Facebook/Instagram/Google)

Service	Details	Price (KES)
Campaign Setup	Audience targeting + ad creatives	KES 3,000
Campaign Management	Daily monitoring + optimization	KES 1,000/week
Minimum Ad Spend	Payable to Meta or Google directly	From KES 250/day

### 3. SEO & Website Services

Service	Details	Price (KES)
Basic SEO Audit	5-page audit + keyword report	KES 5,000
On-page SEO Optimization	Titles, descriptions, keywords	From KES 10,000
Website Design	WordPress or HTML	From KES 25,000
Landing Page Design	For lead capture or campaign	KES 7,000–15,000

### 4. Email & SMS Marketing

Service	Details	Price (KES)
Email Campaign Setup	Template design + automation	KES 3,500/campaign
SMS Blasting	Includes bulk SMS cost	From KES 1.20/SMS

### 5. Strategy & Consulting

Service	Details	Price (KES)
Digital Strategy Session	1-hour Zoom or in-person	KES 3,000
Monthly Retainer (Consulting)	Strategy + Analytics + Support	From KES 15,000